

# India Coconut Water and Fortified Water Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The India coconut water and fortified water market size reached INR 5,051.5 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 10,295.6 Crore by 2028, exhibiting a growth rate (CAGR) of 12.5% during 2023-2028. The growing prevalence of various chronic disorders, rising demand for packaged and ready-to-drink (RTD) beverages, and increasing popularity of cafe culture represent some of the key factors driving the market.

Coconut water is the clear liquid form inside immature coconuts known as *Cocos nucifera*. It is rich in carbohydrates and electrolytes, such as potassium, sodium, and magnesium, that treat and prevent dehydration. It contains antioxidants that help modify free radicals to reduce oxidative stress in the body. It assists in lowering blood sugar levels and preventing kidney stones by reducing crystal and stone formation. It also offers various benefits, such as boosting energy levels, supporting digestion, improving cognition, reducing joint pain, and managing weight. On the other hand, fortified water is a rich source of protein, amino acids, vitamins, minerals, and bioactive botanicals. It boosts the immune system and mental well-being by supporting emotional calmness and revitalization. It aids in maintaining bone mass and performing several fundamental cellular reactions, such as enzymatic and biological mechanisms. It decreases the impact of low-dietary calcium on bone growth and mineralization to inhibit intact parathyroid hormone (iPTH) secretion and bone resorption. At present, the rising health consciousness among the masses is catalyzing the demand for coconut water and fortified water in India.

### India Coconut Water and Fortified Water Market Trends:

The increasing prevalence of various chronic disorders, such as diabetes, obesity, kidney stones, digestive disorders, and cancers, represents one of the key factors supporting the growth of the market in India. Besides this, there is a rise in the demand for coconut water and fortified water due to the growing awareness about the benefits of these beverages among the masses. This, along with the increasing participation of individuals in fitness and athletic activities, is propelling the growth of the market in the country. In addition, the wide availability of coconut water and fortified water through online and offline distribution channels is offering lucrative growth opportunities to industry investors. Moreover, the growing demand for packaged and ready-to-drink (RTD) beverages due to the hectic lifestyles of consumers is providing a favorable market outlook in the country. Apart from this, key manufacturers are introducing organic product variants that are free from chemical additives, preservatives, and artificial colors. They are also focusing on various marketing strategies, which is contributing to the growth of the market. Additionally, the rising popularity of cafe culture and the increasing number of quick-service restaurants (QSRs) is bolstering the growth of the market in India.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India coconut water and fortified water market report, along with forecasts at the regional levels from 2023-2028. Our report has categorized the market based on organized and unorganized, pack size, distribution channel, and pack type.

### Organized and Unorganized Insights:

Unorganized

Organized

The report has provided a detailed breakup and analysis of the India coconut water and fortified water market based on the organized and unorganized. This includes unorganized and organized. According to the report, unorganized represented the largest segment.

### Pack Type Insights:

Bottles

Tetra

Others

A detailed breakup and analysis of the India coconut water and fortified water market based on the pack type has also been provided in the report. This includes bottles, tetra, and others. According to the report, bottles accounted for the largest share in the market.

#### Pack Size Insights:

200 ML

1000 ML

500 ML

Others

A detailed breakup and analysis of the India coconut water and fortified water market based on the pack size has also been provided in the report. This includes 200 ML, 1000 ML, 500 ML, and others. According to the report, 200 ML accounted for the largest market share.

#### Distribution Channel Insights:

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Specialty Stores

Others

A detailed breakup and analysis of the India coconut water and fortified water market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, convenience stores, online stores, specialty stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

#### Regional Insights:

North India

Delhi NCR

Uttar Pradesh

Haryana

Rajasthan

Punjab  
Others  
West and Central India  
Maharashtra  
Gujarat  
Madhya Pradesh  
Others  
East India  
West Bengal  
Bihar  
Orissa  
Jharkhand  
Others  
South India  
Tamil Nadu  
Karnataka  
Andhra Pradesh  
Others

The report has also provided a comprehensive analysis of all the major regional markets, which include North India (Delhi NCR, Uttar Pradesh, Haryana, Rajasthan, Punjab, and others); West and Central India (Maharashtra, Gujarat, Madhya Pradesh, and others); East India (West Bengal, Bihar, Orissa, Jharkhand, and others); South India (Tamil Nadu, Karnataka, Andhra Pradesh, and others). According to the report, North India was the largest market for India coconut water and fortified water. Some of the factors driving the North India coconut water and fortified water market included the growing health consciousness among the masses, increasing awareness about the health benefits of these beverages, rising number of cafes and restaurants, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India coconut water. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Agricoles Naturel Foods, Dabur India Limited, Hector Beverages Pvt. Ltd., Jain Agro Food Products Pvt. Ltd., Madhura Agro Process Pvt. Ltd., Manpasand Beverages Limited, Nature's First India Pvt. Ltd., Nilgai Foods Pvt. Ltd., Pure Tropic, RAW Pressery, Sakthi Coco Products, Coca-Cola India, FDC Private Limited, G7 Beverages,

Hector Beverages Pvt. Ltd., NourishCo Beverages Limited and Pepsico India. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the India coconut water and fortified water market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the India coconut water and fortified water market?

What is the impact of each driver, restraint, and opportunity on the India coconut water and fortified water market?

What are the key regional markets?

What is the breakup of the market based on the organized and unorganized?

Which is the most attractive organized and unorganized in the India coconut water and fortified water market?

What is the breakup of the market based on the pack type?

Which is the most attractive pack type in the India coconut water and fortified water market?

What is the breakup of the market based on the pack size?

Which is the most attractive pack size in the India coconut water and fortified water market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the India coconut water and fortified water market?

What is the competitive structure of the India coconut water and fortified water market?

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